



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 08/18 thru 08/24.
(prices in dollars per carton)

Fri. Aug 18, 2006

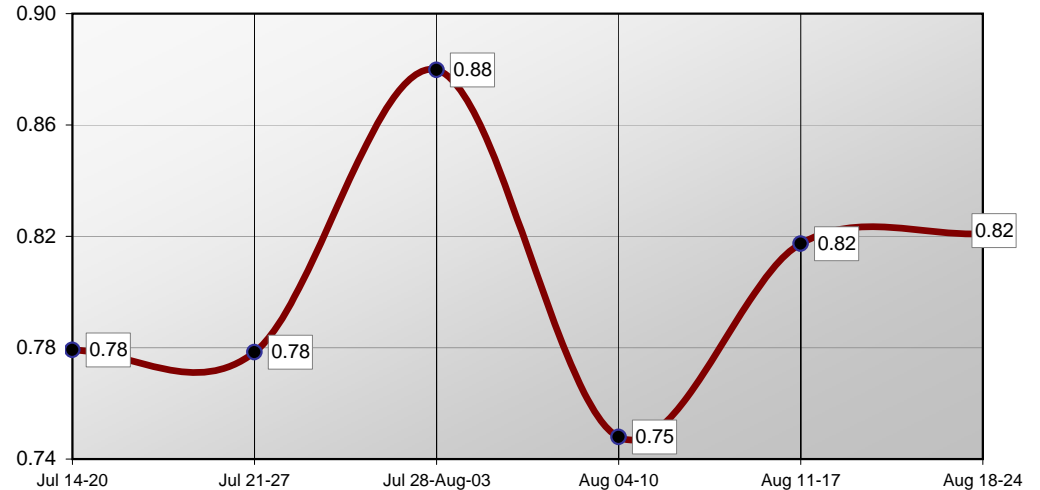
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		34.6% of 17,000 stores				42.4% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			290	0.89	110	1.19	380	1.02
	White 18 pack			770	1.43	90	1.10	650	0.99
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	230	0.83	1,520	0.74	110	0.73	700	0.87
SPECIALTY	White 18 pack			160	1.23	20	0.79	1,120	1.21
	Brown 12 pack							290	0.75
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			100	3.25	10	3.38	1,600	2.58
	OMEGA-3								
LARGE	White 12 pack	130	1.96	670	1.98	410	2.50	720	2.32
	Brown 12 pack							120	2.19
	CAGE-FREE								
	White 12 pack					80	2.19	80	1.99
	Brown 12 pack			230	2.01			1,930	1.99
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				2,970		3,470		Large Eggs on	
Specialty Shell Eggs				1,130		4,950		Aug-14-2006	
Total (including Medium)				4,400		8,630		417.5	
Special Rate 4/:				12.7%		10.3%		down 4%	

5/: Inventory in thousands of 30-dozen cases.

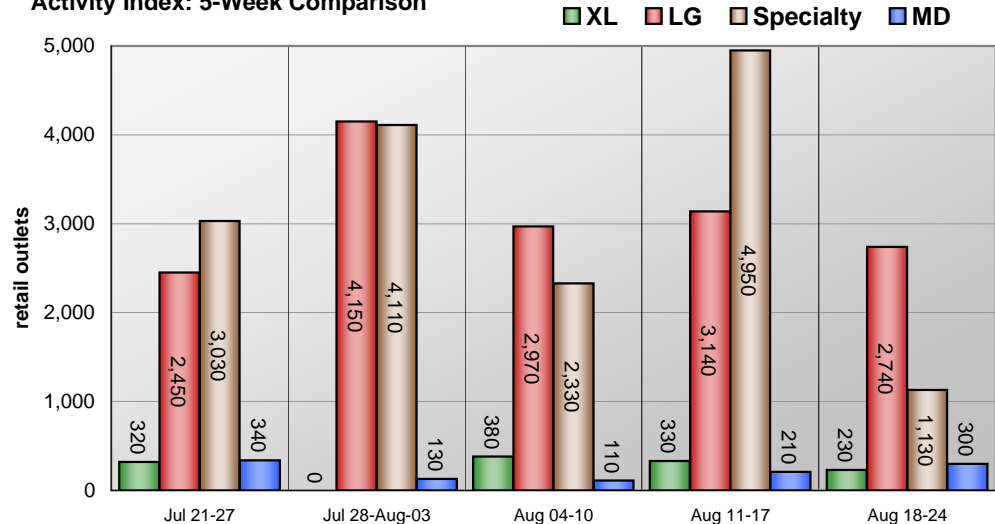
Shell Egg Featuring - 08/18 thru 08/24

Feature activity decreased slightly on regular large eggs while ads for medium eggs were only a tad higher when compared to the previous week. The average price of Grade A Large is unchanged from a week ago. The most active region this ad cycle is the Northeast region with nearly 48% of sampled outlets with promotions. Specialty eggs, most notably USDA Certified Organic and cage free brown, dropped significantly from last week. Although less visible than a week ago, white Omega-3 eggs are the leader in the specialty egg sector.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		47.6% of 3,900 sampled outlets Activity Index = 1,350 (includes Medium)						34.9% of 4,700 sampled outlets Activity Index = 750 (includes Medium)						29.9% of 2,800 sampled outlets Activity Index = 920 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.79 - 0.88	20	0.82				0.88	10	0.88						
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.67	40	0.67	0.50 - 0.89	680	0.78	1.00	50	1.00	0.66 - 1.00	70	0.90	0.79	120	0.79	0.48 - 0.89	680	0.69
	White 18 pack				1.00	10	1.00				0.98 - 1.29	140	1.26				0.99	10	0.99
	Brown 12 pack																		
MEDIUM		White 12 pack			0.50	20	0.50	White 12 pack			0.50	240	0.50	White 12 pack			0.33	10	0.33
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 3.99	100	3.25												
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.99	120	1.99	1.99 - 2.00	330	2.00				1.66	120	1.66				1.99	100	1.99
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.69	30	2.69				1.99	120	1.99						
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		28.4% of 2,700 sampled outlets Activity Index = 500 (includes Medium)						32.9% of 1,900 sampled outlets Activity Index = 630 (includes Medium)						16.3% of 1,000 sampled outlets Activity Index = 250 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.29	90	0.76				0.69 - 1.29	120	1.10				0.49 - 0.88	50	0.64
	White 18 pack				1.00	140	1.00				0.99 - 1.50	510	1.48				1.00 - 1.79	120	1.69
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.50 - 1.00	90	0.71												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.33	10	0.33	White 12 pack						White 12 pack					
		White 30 pack			0.98	20	0.98	White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.59	10	1.59	2.27	120	2.27												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																1.79	80	1.79
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>